

ADV # ADV. NAME POLI/B OBAMA/D/ERE/US REP. # OFF. # SALESMAN #  
 AGY # AGY. NAME CREEK, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)  
 WASHINGTON, DC 20007

ORDER # CONTRACT # 6318737 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA ADD TO SKED EST#1798 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP18/12 SEP24/12 WK-1

CITY TAX STATE TAX CO-OF BILLING NEEDED DATE SEP19/12 10.46

REP: MAKEGOOD  
 PRGM CHANGE LN 27  
 SPOTS CANCELED LN'S 21 AND 24  
 LN'S 31-32 ADDED AS MG'S  
 TTL SAME \$67,620  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007  
 OBAMA FOR AMERICA

*Handwritten initials/signature*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 95  
 AGENCY PRODUCT CODE = 101  
 AGENCY EST# = 1798

21	S		700P-800P	30		\$650.00	9/22	9/22	0		SAT	0
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01209112 TRF# (3)

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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24	S		630P-700P	30		\$5,000.00	9/23	9/23	0		SUN	0
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PROGRAM : NBC NEWS  
 CON COM1: NBC NEWS

27	NZ		1000P-1100P	30		\$3,600.00	9/19	9/19	1		WED	1
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PROGRAM : REVOLUTION  
 CON COM1: REVOLUTION

31	A		1000P-1100P	30		\$1,600.00	9/20	9/20	1		THU	1
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PROGRAM : ROCK CENTER  
 CON COM1: ROCK CENTER

32	A		800P-1100P	30		\$1,350.00	9/22	9/22	3		SAT	3
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PROGRAM : NOTRE DAME FTBL  
 CON COM1: NOTRE DAME FTBL

SEP/12 67620.00 CONTRACT TOTAL 67620.00  
 TOTAL SPOTS 55

MARKET TOTALS \$255,875 WFLA 24% WFTS 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED. WILL UPDATE.

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 774 Issue 3



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client:	Barack Obama/ D/ President	Submission Cost:	67620	Campaign Ref:	E:120917082
Buyer:		Client/Product/Estimate:	95 / 101 / 1798	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06318737
Est./PO Number:	06318737	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama Add To Sked	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/17	09/24	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show TWTF..	03	650	30 Comme	Nbr of Spots	1		1	650
2	M-F 11a Daytime TWTF..	03	160	30 Comme	Nbr of Spots	2		2	320
3	M-F 1237a ET / 1137p CT Late Night TWTF..	03	200	30 Comme	Nbr of Spots	2		2	400
4	M-F 12p Today Show III TWTF..	03	200	30 Comme	Nbr of Spots	2		2	400
5	M-F 2p Rachael Ray TWTF..	03	250	30 Comme	Nbr of Spots	2		2	500
6	M-F 3p Doctors TWTF..	03	450	30 Comme	Nbr of Spots	2		2	900
7	M-F 4p Dr Oz TWTF..	03	600	30 Comme	Nbr of Spots	2		2	1200
8	M-F 5a News TWTF..	03	150	30 Comme	Nbr of Spots	2		2	300
9	M-F 5p News	03	900	30 Comme	Nbr of Spots	2		2	1800
Weekly Totals: Total Spots(Ord Spots)						53	2	55	

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Barack Obama/ D/ President  
Submission Number 774 Issue 3



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 67620	<b>Campaign Ref:</b> E:120917082
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 95 / 101 / 1798	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/17/12 to 09/30/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06318737
<b>Est./PO Number:</b> 06318737	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
10	M-F 530a News TWTF..	03	250	30 Comme	Nbr of Spots	2	2	500
11	M-F 530p News TWTF..	03	900	30 Comme	Nbr of Spots	2	2	1800
12	M-F 6p News TWTF..	03	1200	30 Comme	Nbr of Spots	3	3	3600
13	M-F 6a News TWTF..	03	700	30 Comme	Nbr of Spots	2	2	1400
14	M-F 630p ET / 530p CT NBC Nightly News TWTF..	01	5000	30 Comme	Nbr of Spots	3	3	15000
15	M-F 7p News TWTF..	03	1000	30 Comme	Nbr of Spots	2	2	2000
16	M-F 7a Today Show TWTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
17	M-F 730p Entertainment Tonight TWTF..	03	1000	30 Comme	Nbr of Spots	2	2	2000
18	M-F 9a Today Show II TWTF..	03	550	30 Comme	Nbr of Spots	2	2	1100
19	Mon 8-10p ET / 7-9p CT Voice M.....	03	9000	30 Comme	Nbr of Spots	1	1	9000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					53	2	55	

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Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06318737
Est./PO Number:	06318737	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
20	Sat 6p News .....S.	03	700	30 Comme	Nbr of Spots 1		1	700
21	Sat 9a News .....S.	03	300	30 Comme	Nbr of Spots 2		2	600
22	Sun 6p News .....S	03	750	30 Comme	Nbr of Spots 1		1	750
23	Sun 8a Today Show .....S	03	500	30 Comme	Nbr of Spots 1		1	500
24	M-Su 11p News .TWTF..	03	1250	30 Comme	Nbr of Spots 3		3	3750
25	M-Su 11p News M.....	03	1250	30 Comme	Nbr of Spots 1	1	1	1250
26	Wed 10p ET / 9p CT Revolution .W....	03	3600	30 Comme	Nbr of Spots 1		1	3600
27	M-F 2p Rachael Ray ...TF..	03	250	30 Comme	Nbr of Spots 1		1	250
28	Sun 10a Meet The Press .....S	01	5000	30 Comme	Nbr of Spots 1		1	5000
29	Thu 10p ET / 9p CT Rock Center ...T...	06	1600	30 Comme	Nbr of Spots 1		1	1600
30	Sat Notre Dame Prime .....S.	03	1350	30 Comme	Nbr of Spots 3		3	4050
Weekly Totals: Total Spots(Ord Spots)					53	2	55	

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Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 67620	<b>Campaign Ref:</b> E:120917082
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 /101 /1798	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/17/12 to 09/30/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06318737
<b>Est./PO Number:</b> 06318737	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
Weekly Totals: Total Spots(Ord Spots)								
					53	2	55	

Grand Totals

Totals		09/17	Month 9 Weeks: 5	09/24	
Spots	55		53		2
Cost	67620		57370		10250

Grand Totals:

Spots:	55
Gross Total:	67,620.00
Commission:	10,143.00
Net Total:	57,477.00

FAX# 703-516-9680  
HARRIS REPORT FROM REP SEP18/12 15.22  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

REP. #                      OFF. #                      SALESMAN #  
\_\_\_\_\_  
BUYER NAME KATIE KEULEMAN

BUYER NAME	KATIE KEULEMAN
SALES PRSN	WA- MEGHAN MCCARR (H)

CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES SEP18/12 SEP24/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE
			SEP18/12 15.22

REVISION  
LN'S 29-30 ADDED  
NEW TTL \$67, 620  
\$ ADDED FROM HDLN #6312947  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
CREEER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

OBAMA FOR AMERICA



AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1798  
AGENCY PRODUCT CODE = 101

23	A	200P-300P	30	\$250.00	9/19	9/21	1	W-F	1
PROGRAM : RACHEL RAY									
CON COM1: RACHEL RAY									

REP: HARRIS REPORT FROM REP  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP  
 \*\*CHANGES\*\*  
 SEP18/12 15.22  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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30	A		1000A-1100A	30		\$5,000.00	9/23	9/23	1		SUN	1
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PROGRAM : MEET THE PRESS  
 CON COM1: MEET THE PRESS

SEP/12 67620.00

CONTRACT TOTAL 67620.00  
 TOTAL SPOTS 53

MARKET TOTALS \$259,875 WFLA 24% WFTS 18% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED. WILL UPDATE.

SVC- NSI  
 DEMOS- RA351A

MCP CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



REP HEADLINE# 0318737  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
SEP17/12 14.11  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/B OBAMA/C/PRE/US REP. # OFF. # SALESMAN #  
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

ORDER # CONTRACT # 6318737 CLASS: NATL. LOCAL REGIONAL

PERCT OBAMA ADD TO SKED EST#1798 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP18/12 SEP24/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP17/12 14.11

REF: NEW ORDER  
TTL \$62,370 @51X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

OBAMA FOR AMERICA

9250

929.7

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1237A	30		\$650.00	9/18	9/21	1		TU-F	1

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1798  
AGENCY PRODUCT CODE = 101

PROGRAM : THE TONIGHT SHOW  
CON COM1 : THE TONIGHT SHOW

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1100A-1200N	30		\$160.00	9/18	9/21	2		TU-F	2
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
3			1237A-136A	30		\$200.00	9/18	9/21	2		TU-F	2
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1 : LT NITE W/JIMMY FALLON												
4			1200N-100P	30		\$200.00	9/18	9/21	2		TU-F	2
PROGRAM : TODAY SHOW 3												
CON COM1 : TODAY SHOW 3												
5			200P-300P	30		\$250.00	9/18	9/21	2		TU-F	2
PROGRAM : RACHAEL RAY												
CON COM1 : RACHAEL RAY												
6			300P-400P	30		\$450.00	9/18	9/21	2		TU-F	2
PROGRAM : DOCTORS												
CON COM1 : DOCTORS												
7			400P-500P	30		\$600.00	9/18	9/21	2		TU-F	2
PROGRAM : DR. OZ												
CON COM1 : DR. OZ												
8			500A-530A	30		\$150.00	9/18	9/21	2		TU-F	2
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
9			500P-530P	30		\$900.00	9/18	9/21	2		TU-F	2
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1 : NEWS CHANNEL 8 5P												
10			530A-600A	30		\$250.00	9/18	9/21	2		TU-F	2
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												



SEP17/12 14.11  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$700.00	9/22	9/22	1		SAT	1
21			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$650.00	9/22	9/22	1	N/A	SAT	1
22			900A-1000A PROGRAM : NEWSCHANNEL 8 SATURDAY CON COM1: NEWSCHANNEL 8 SATURDAY	30		\$300.00	9/22	9/22	2		SAT	2
23			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$750.00	9/23	9/23	1		SUN	1
24			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$5,000.00	9/23	9/23	1		SUN	1
25			800A-900A PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY	30		\$500.00	9/23	9/23	1		SUN	1
26			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$1,250.00	9/18	9/21	3		TU-F	3
27			1000P-1100P PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE	30		\$3,600.00	9/19	9/19	1		WED	1
28			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$1,250.00	9/24	9/24	1		MON	1

REP HEADLINE# 0318737  
 \*\*\* ORIGINAL REV#0 \*\*\*

SEE: TEL# 703-516-9399 FAX# 703-516-9680  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 SEP17/12 14.11  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12			62370.00									

CONTRACT TOTAL 62370.00  
 TOTAL SPOTS 51

MARKET TOTALS \$259,875 WFLA 24% WFTS 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%  
 SHARES ESTIMATED. WILL UPDATE.  
 SVC- NSI  
 DEMOS- RA35+\*

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Washington DC 20007

Barack Obama/ D/ President  
Submission Number 771 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> \$3120	<b>Campaign Ref:</b> E:120917082
<b>Buyer:</b> ...	<b>Client/Product/Estimate:</b> 95 / 101 / 1798	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/17/12 to 09/30/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06318737
<b>Est./PO Number:</b> 06318737	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Obama Add To Sked	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	03	650	30 Comme	Nbr of Spots	1	1	650
2	M-F 11a Daytime .TWTF..	03	160	30 Comme	Nbr of Spots	2	2	320
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5	M-F 2p Rachael Ray .TWTF..	03	250	30 Comme	Nbr of Spots	2	2	500
6	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots	2	2	900
7	M-F 4p Dr Oz .TWTF..	03	600	30 Comme	Nbr of Spots	2	2	1200
8	M-F 5a News .TWTF..	03	150	30 Comme	Nbr of Spots	2	2	300
9	M-F 5p News	03	900	30 Comme	Nbr of Spots	2	2	1800
<b>Weekly Totals: Total Spots(Ord Spots)</b>					46	2	48	

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<b>Schedule Dates:</b> 09/17/12 to 09/30/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06318737
<b>Est/PO Number:</b> 06318737	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

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Original

<b>Client:</b> Barack Obama/ D/ President	<b>Submission Cost:</b> 53120	<b>Campaign Ref:</b> E:120917082
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 95/101/1798	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/17/12 to 09/30/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06318737
<b>Est./PO Number:</b> 06318737	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
20	Sat 6p News .....S.	03	700	30 Comme	Nbr of Spots	1	1	700
21	Sat 9a News .....S.	03	300	30 Comme	Nbr of Spots	2	2	600
22	Sun 6p News .....S	03	750	30 Comme	Nbr of Spots	1	1	750
23	Sun 8a Today Show .....S	03	500	30 Comme	Nbr of Spots	1	1	500
24	M-Su 11p News ..TWTF..	03	1250	30 Comme	Nbr of Spots	3	3	3750
25	M-Su 11p News M.....	03	1250	30 Comme	Nbr of Spots	1	1	1250
<b>Weekly Totals:</b> Total Spots(Ord Spots)					46	2	48	

Grand Totals				Month 9 Weeks: 5			
Totals		09/17	09/24				
Spots	48	46	2				
Cost	53120	42870	10250				

<b>Grand Totals:</b>	<b>Spots:</b> 48
	<b>Gross Total:</b> 53,120.00
	<b>Commission:</b> 7,968.00



**Net Total:**

**45,152.00**



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

38634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

REP\_: WFLA (Washington Oc)  
SLSP: HRP Washington, OC  
ADV\_: Barack Obama/ O/ President  
PROD: Obama Add To Sked

2012  
INVOICE DATE: 09/30/12  
ORDER TYPE: Political  
WFLA I SS  
E:120917082  
WFLA  
INVOICE NUMBER: 0100032686  
PAGE: 1  
BROADCAST MONTH: 08/27/2012 - 09/30/12  
SCHEDULE DATES: 9/17/12- 9/30/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1798  
Desc: 06318737

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS
M-F 1135p ET / 1035p CT Tonigh									
650.00	1	1		9/18	TU	11:58P	30	OFA12P092	650.00
M-F 11a Daytime									
160.00	2	2		9/18	TU	11:56A	30	OFA12P092	160.00
				9/20	TH	11:36A	30	OFA12Z118	160.00
M-F 1237a ET / 1137p CT Late N									
200.00	3	2		9/19	WE	01:23A	30	OFA12Z118	200.00
				9/21	FR	01:09A	30	OFA12A113	200.00
M-F 12p Today Show III									
200.00	4	2		9/18	TU	12:27P	30	OFA12Z118	200.00
				9/20	TH	12:52P	30	OFA12Z118	200.00
M-F 2p Rachael Ray									
250.00	5	2		9/20	TH	02:15P	30	OFA12Z118	250.00
				9/21	FR	02:34P	30	OFA12A113	250.00
M-F 3p Doctors									
450.00	6	2		9/20	TH	03:20P	30	OFA12Z118	450.00
				9/21	FR	03:47P	30	OFA12A113	450.00
M-F 4p Dr Oz									
600.00	7	2		9/18	TU	04:38P	30	OFA12Z118	600.00
				9/19	WE	04:19P	30	OFA12Z118	600.00
M-F 5a News									
150.00	8	2		9/19	WE	05:23A	30	OFA12Z118	150.00
				9/21	FR	05:20A	30	OFA12A113	150.00
M-F 5p News									
900.00	9	2		9/20	TH	05:28P	30	OFA12Z118	900.00
				9/21	FR	05:29P	30	OFA12A113	900.00
M-F 530a News									
250.00	10	2		9/20	TH	05:42A	30	OFA12Z118	250.00

\*\*\* Continued \*\*\*

PERIOD COST 67,620.00

55 Total Units		Debits	.00
ACTUAL GROSS BILLING	67,620.00	Credits	.00
AGENCY COMMISSION	10,143.00		
NET DUE	57,477.00	SUB-TOTALS	.00
		TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER: Barack Obama/ O/ President  
PRODUCT: Obama Add To Sked

INVOICE NUMBER: 0100032686  
BROADCAST MONTH: 08/27/2012 - 09/30/12  
AMOUNT DUE: 57,477.00

REMIT TO:

\*00213

000038634  
Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
WASHINGTON DC 20007

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000038634 00000100032686 005747700 5



# WFLA-TV

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1010 Wisconsin Ave  
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REP: WFLA (Washington Oc)  
SLSP: HRP Washington, OC  
ADV: Barack Obama/ O/ President  
PROD: Obama Add To Sked

2012  
INVOICE DATE 09/30/12  
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WFLA I SS  
E:120917082  
WFLA  
INVOICE NUMBER 0100032686  
PAGE 2  
BROADCAST MONTH 08/27/2012 - 09/30/12  
SCHEDULE DATES 9/17/12- 9/30/12  
Standard Broadcast Month

REF#: 95 /101 /1798  
Desc: 06318737

TERMS: NET 30 DAYS

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 530p News	900.00	11 2	9/21	FR	05:58A	30	OFA12A113	250.00	
					*WFLA		:30 Commercial		
			9/19	WE	05:56P	30	OFA12P092	900.00	
			9/21	FR	05:42P	30	OFA12A113	900.00	
M-F 6p News	1200.00	12 3			*WFLA		:30 Commercial		
			9/18	TU	06:11P	30	OFA12P092	1200.00	
			9/20	TH	06:12P	30	OFA12Z118	1200.00	
			9/21	FR	06:09P	30	OFA12A113	1200.00	
M-F 6a News	700.00	13 2			*WFLA		:30 Commercial		
			9/19	WE	06:29A	30	OFA12Z118	700.00	
			9/20	TH	06:27A	30	OFA12Z118	700.00	
M-F 630p ET / 530p CT NBC Night	5000.00	14 3			*WFLA		:30 Commercial		
			9/18	TU	06:51P	30	OFA12Z118	5000.00	
			9/19	WE	07:00P	30	OFA12Z118	5000.00	
			9/21	FR	06:50P	30	OFA12A113	5000.00	
M-F 7p News	1000.00	15 2			*WFLA		:30 Commercial		
			9/20	TH	07:15P	30	OFA12Z118	1000.00	
			9/21	FR	07:09P	30	OFA12A113	1000.00	
M-F 7a Today Show	900.00	16 3			*WFLA		:30 Commercial		
			9/18	TU	08:26A	30	OFA12Z118	900.00	
			9/19	WE	08:56A	30	OFA12P092	900.00	
			9/20	TH	07:56A	30	OFA12Z118	900.00	
M-F 730p Entertainment Tonight	1000.00	17 2			*WFLA		:30 Commercial		
			9/18	TU	07:54P	30	OFA12Z118	1000.00	
			9/20	TH	07:55P	30	OFA12Z118	1000.00	
M-F 9a Today Show II	550.00	18 2			*WFLA		:30 Commercial		
			9/19	WE	09:57A	30	OFA12Z118	550.00	
			9/21	FR	09:50A	30	OFA12A113	550.00	
Mon 8-10p ET / 7-9p CT Voice	9000.00	19 1			*WFLA		:30 Commercial		
			9/24	MO	07:59P	30	OFA12A113	9000.00	
Sat 6p News	700.00	20 1			*WFLA		:30 Commercial		
			9/22	SA	06:10P	30	OFA12A113	700.00	
Sat 9a News	300.00	21 2			*WFLA		:30 Commercial		
			9/22	SA	09:30A	30	OFA12A113	300.00	
			9/22	SA	09:49A	30	OFA12A113	300.00	
Sun 6p News	750.00	22 1			*WFLA		:30 Commercial		
			9/23	SU	06:28P	30	OFA12A113	750.00	
Sun 8a Today Show	500.00	23 1			*WFLA		:30 Commercial		
			9/23	SU	08:46A	30	OFA12A113	500.00	
M-Su 11p News	1250.00	24 3			*WFLA		:30 Commercial		
			9/18	TU	11:22P	30	OFA12Z118	1250.00	
			9/19	WE	11:30P	30	OFA12Z118	1250.00	
			9/21	FR	11:22P	30	OFA12A113	1250.00	
			9/24	MO	11:12P	30	OFA12A113	1250.00	
Wed 10p ET / 9p CT Revolution	3600.00	25 1			*WFLA		:30 Commercial		
			9/19	WE	10:06P	30	OFA12Z118	3600.00	
M-F 2p Rachael Ray					*WFLA		:30 Commercial		

\*\*\* Continued \*\*\*

PERIOD COST 67,620.00

55 Total Units  
ACTUAL GROSS BILLING 67,620.00  
AGENCY COMMISSION 10,143.00  
NET DUE 57,477.00

SUB-TOTALS Debits .00  
Credits .00  
TOTAL RECONCILING .00

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2012 WFLA I SS  
INVOICE DATE 09/30/12 E:120917082  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032686  
PAGE 3 BROADCAST MONTH 08/27/2012 - 09/3  
SCHEDULE DATES 9/17/12- 9/30/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 95 /101 /1798  
Desc: 06318737

SCHEDULE			ACTUAL BROADCAST						RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH	M/G FOR	PRODUCT DESCRIPTION	PRICE	REMARKS
Sun 10a Meet The Press	250.00	27 1	9/20	TH	02:42P	30		OFA12Z118	250.00	
					*WFLA			:30 Commercial		
Thu 10p ET / 9p CT Rock Center	5000.00	28 1	9/23	SU	10:59A	30		OFA12A113	5000.00	
					*WFLA			:30 Commercial		
Sat Notre Dame Prime	1600.00	29 1	9/20	TH	10:33P	30		OFA12Z118	1600.00	
					*WFLA			:30 Commercial		
	1350.00	30 3	9/22	SA	08:19P	30		OFA12A113	1350.00	
			9/22	SA	09:14P	30		OFA12A113	1350.00	
			9/22	SA	10:00P	30		OFA12A113	1350.00	
Total Airtime Gross Spot Revenue:						67,620.00				

PERIOD COST 67,620.00

55 Total Units  
ACTUAL GROSS BILLING 67,620.00  
AGENCY COMMISSION 10,143.00  
NET DUE 57,477.00

SUB-TOTALS Debits .00  
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